

# PUBLIC SALE!

We will, at the Hamilton place, 4 miles from Mt. Sterling, on the Hinkston pike, on

**WEDNESDAY, February 23rd**

beginning at 10 o'clock offer for sale the following described property:

About 50 barrels corn	2 Double-shovel plows
2 Stacks timothy hay	1 Sled
1 8-year-old mule	1 Cart
1 10-year-old mule	1 Set buggy Harness
1 Yearling mule	2 Sets work gears
1 Wagon	1 Pair check lines
1 Riding cultivator	1 Good cook stove
1 Breaking plow	1 Heating stove
1 5-tooth cultivator	Many other articles too numerous to mention.

**Sherman Hamilton and James Spratt**

Mt Sterling, Ky.

Rural Route No. 2

## DAIRY FEED

We handle Ballard & Ballard Co.'s Dairy Feed. This feed has been tested here and we know it increases the flow of a very rich milk. It is 24 per cent protein. Mail your orders. We have Lexington Cream and Mansfield's Best Flours at a price that makes them go.

**Mt. Sterling Commission & Storage Co.**

Phone 2.

**S. P. GREENWADE, Prop.**

### To Members of The County Board

At its first meeting on the first Saturday in March, after organizing, each county board of education has the power to appoint a county superintendent whose term will begin in January, 1922. In many counties it will be desirable to appoint the county superintendent as early as possible to the end that the county superintendency may not become involved in the coming political campaign. I feel confident that no county board will appoint any person superintendent because of political affiliation. When appointed no superintendent should be inclined or permitted to participate in partisan politics. County boards have no greater obligation and no greater opportunity than to put this office upon a professional rather than a political basis. That is the purpose and the spirit of the new law. Wherever a superintendent now in office has proven himself conscientious and capable, he should be re-appointed; wherever a superintendent has proven himself derelict in discharging his duties he should not be re-appointed. County boards may appoint a superintendent for one year or for two years or for three years or for four years. The term for which the superintendent is appointed is determined solely by consideration of the welfare of the schools of the county. Wherever the superintendent is competent and is supported unanimously, it will benefit the schools to appoint for a four-year term. No divided board should appoint for more than one year. No superintendent should be appointed who does not at the time of his appointment hold a proper legal certificate. No person should be appointed superintendent who will not give his entire time to the office. In every case, at least a living salary should

be paid. The law does not permit any salary less than twelve hundred dollars. Superintendents should be appointed by written contract only. The form of contract to be used will be sent from this department within the next few days.

Let me urge again that chances of the children in each county depend largely upon the action of the board in the appointment of the superintendent. The character and the conduct and the capacity of the person appointed should, in every case, be above suspicion. In making the appointment, the board does not represent any party, any faction or any section, but the whole county. The schools of the county will be what the Co. Superintendent makes them. It will not improve the schools of any county to supplant an incompetent or dishonest superintendent with one equally incompetent or dishonest. County boards are no longer confined to their own county in making their choice. Whenever a suitable man within the county cannot be found for this position, county boards should not hesitate to seek elsewhere for a suitable superintendent. No person should be appointed superintendent who in the recent election of county board members violated the spirit or the purpose of the new school law. The best man that can be found anywhere is none too good for the children in any county. The whole state is watching the newly elected county boards, and the improvement of our public schools waits upon their action. I am pleading and praying that the county boards everywhere do not betray our children in these appointments.

With genuine good wishes,  
Sincerely,  
**GEO. COLVIN,**  
State Superintendent



SOME STUNTS

Hombs and Small will keep you laughing with a stunt put on by (guess) at the Big Quarterly Meeting of the Chamber of Commerce on the 24th.

Phones { Office 913  
Res. 751

**CLAYTON HOWELL**  
Graduate Auctioneer

**YOUR BUSINESS Will**  
Be APPRECIATED

### Longer Lives as Result Of Better Conditions

"The rich, who can pay, and the poor, who are not expected to pay, are the only classes that get the very best medical and surgical attention when ill," declared Dr. J. N. McCormick, director of bureau of public health work in Kentucky, in a statement issued at Louisville. "Notwithstanding that," he says, "the length of life in America has increased about seven years in the last generation," and he believes it will be increased 50 per cent in the next century. The average now is about 40 years. Dr. McCormick says that in India, where the average length of life is 25 years, it was about 23 years a few years ago. In Sweden, where is the farthest advanced, the average life now is 50 years, he says. A more intelligent consideration of health, better housing and living conditions and concerted efforts in the right direction are given by the doctors as reasons for the prolongment. In the cities the advancement is more noticeable and is more marked than in the rural districts.

—24TH—

#### ATTENTION, LADIES!

All the wives, mothers, sisters and daughters of ex-service men are asked to meet at the Christian Church next Sunday afternoon at 2:30 o'clock for the purpose of organizing the Woman's Auxiliary of the American Legion.

—24TH—

If you would follow your advice for a day or two you would see why other men do not pay any attention to what you say.

—24TH—

If money only talks that is the reason just now for so many people being without a word to say.

### Newspaper Advertising Is the Cheapest

Speaking before the convention of the National Canners' Association in Atlantic City, New Jersey, William A. Thomson, general manager of the bureau of advertising of the American Newspaper Publishers' Association, impressed upon his hearers the vital importance of the newspapers to the canning industry and to business generally. He said, in part:

"Newspaper advertising is much the cheapest of the printed mediums per thousand of circulation. Newspaper rates, like all other commodities, have advanced somewhat in the past couple of years but they have not advanced in anything like the same degree that the materials and producing costs of newsprint-making have increased.

"To illustrate the relative cheapness of newspaper advertising, let me say that for the money necessary to buy enough postcards at a penny apiece to send just once to the 28,000,000 purchasers of the daily English language newspapers in this country you could buy at least a page and a half of advertising in every one of the 2,042 publications.

"Probably there never was a time in our economic history when this applied national advertising offered by the newspapers was so much needed as today. The selling costs of many national distributors are too high and the competitive condition which we are moving threatens to increase these costs. Manufacturers are looking for consumer sales and they must get these sales at the lowest possible figures. Increased railroad rates for transportation of all kinds must be reckoned with in sending salesmen and

# CATTLE SALE

16 1000-pound Cattle  
18 900-pound Cattle  
40 700-pound Cattle

will be sold at

## AUCTION

**Saturday, Feb. 19, 1921**

—AT—

**MT. STERLING STOCK YARDS**

At 2 O'clock Prompt

**BURL RAY, Auctioneer**

in shipping goods to any market. All these conditions point clearly to the wisdom of knowing your markets and cultivating business through advertising at points where it is profitable to operate.

"Newspaper advertising will be used in great volume in 1921, because it offers to the manufacturer the two things which are essential today in advertising—efficiency and economy."

—24TH—

The Advocate, twice a week.

Mary had a little corn—

That's between me and you.  
She sent it to mill one day—

It came back "mountain dew"

—24TH—

Every girl lands a whale when she gets married, but a year later the whale looks more like a minnow.

—24TH—

Those who went to Florida this winter upon the idea it would be cheaper than buying coal and clothing, got stung.

—24TH—

For Printing, See The Advocate.

"The Store of Service"

**J. D. Purcell Co.**

326-330 WEST MAIN ST.  
LEXINGTON, KENTUCKY.

## Our Great Fire Sale

Will Close Saturday, February 19th

**Wonderful Bargains Will Be  
Offered all this week**

—In—

**Dry Goods Shoes Suits  
Coats Dresses Carpets  
Furniture China  
House, Furnishings**